

# Course Material Headlinestudio

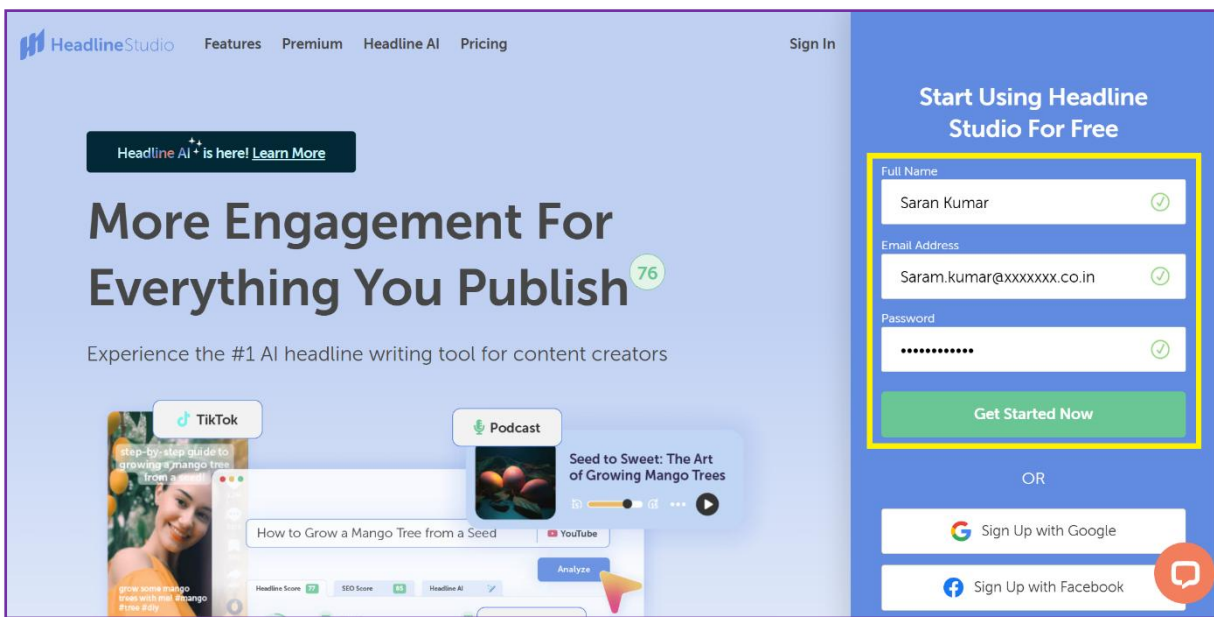
## Note:

1. Please refer the Zoom meeting recordings to understand how the tool works before getting started.
2. The free versions of all AI tools come with limited usage.

## AI Tools for Enhancing Audience Engagement Headlinestudio

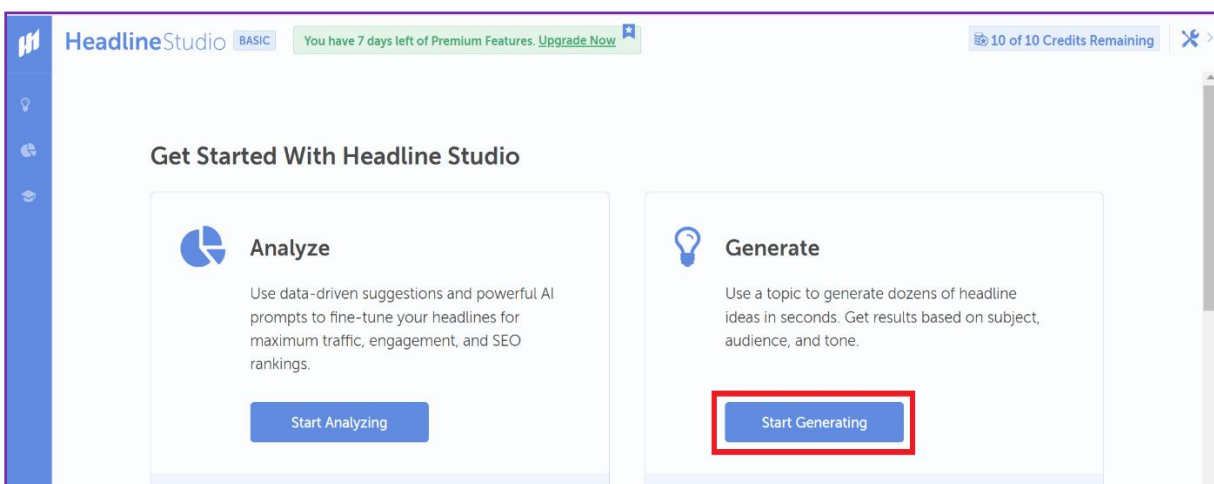
1. Go to <https://coschedule.com/headline-studio>
2. Use your work email ID and set up a password of your choice to create a premium account with a 7-day trial period.

**Note: Personal email IDs will not work.**



The screenshot shows the HeadlineStudio website. The main heading is "More Engagement For Everything You Publish" with a score of 76. Below it, it says "Experience the #1 AI headline writing tool for content creators". There are sections for TikTok, Podcast, and YouTube. On the right, there is a sign-up form titled "Start Using Headline Studio For Free". The form has fields for Full Name (Saran Kumar), Email Address (Saram.kumar@xxxxxxx.co.in), and Password (masked with dots). There is a "Get Started Now" button. Below the form, there are options to "Sign Up with Google" and "Sign Up with Facebook".

3. Once inside, click on 'Start Generating' to create headlines of your preference.



The screenshot shows the HeadlineStudio dashboard. At the top, it says "HeadlineStudio BASIC" and "You have 7 days left of Premium Features. Upgrade Now". On the right, it says "10 of 10 Credits Remaining". The main heading is "Get Started With Headline Studio". There are two main sections: "Analyze" and "Generate". The "Analyze" section has a description: "Use data-driven suggestions and powerful AI prompts to fine-tune your headlines for maximum traffic, engagement, and SEO rankings." and a "Start Analyzing" button. The "Generate" section has a description: "Use a topic to generate dozens of headline ideas in seconds. Get results based on subject, audience, and tone." and a "Start Generating" button, which is highlighted with a red box.

4. Enter a topic or keyword of your choice and select the medium where your article will be showcased. You can also customize the target audience and content tone.

**HeadlineStudio** BASIC You have 7 days left of Premium Features. Upgrade Now 10 of 10 Credits Remaining

**Generate a new headline**

**Topic** Enter your topic(s) or keyword(s)  
ex. content marketing tools, SEO

**Audience** Enter your target audience  
ex. small business marketers

**Tone** Enter your brand's tone of voice  
ex. informal

Hide optional fields ^

**Medium** Blog  
Blog  
YouTube  
Email  
Podcast  
TikTok  
Instagram  
Ad  
LinkedIn  
Headline

**Generate** 1 Credit

You're missing the chance to increase your score !  
Upgrade your plan to unlock your suggestions, competition analysis, and word banks. Upgrade Now

5. Click on “**Generate**” after entering your topic and preferences.

**HeadlineStudio** BASIC You have 7 days left of Premium Features. Upgrade Now 10 of 10 Credits Remaining

**Generate a new headline**

**Topic** Enter your topic(s) or keyword(s)  
Climate change and its impact on future generations

**Audience** Enter your target audience  
Newspaper readers

**Tone** Enter your brand's tone of voice  
Formal

Hide optional fields ^

**Generate** 1 Credit

You're missing the chance to increase your score !  
Upgrade your plan to unlock your suggestions, competition analysis, and word banks. Upgrade Now

6. Select your preferred generated topic and click on '**Analyze**'. The headline chosen will be analysed and the consolidated result score will be shown. If the Headline and SEO Score are high, it means your article is more likely to be seen by a larger audience online.

BASIC

You have 7 days left of Premium Features. Upgrade Now

10 of 10 Credits Remaining

Generate a new headline

Topic Enter your topic(s) or keyword(s)

Climate change and its impact on future generations

Audience Enter your target audience

Newspaper readers

Tone Enter your brand's tone of voice

Formal

Generate 1 Credit

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Upgrade Now

BASIC

You have 7 days left of Premium Features. Upgrade Now

8 of 10 Credits Remaining

← Back

The Long Shadow of Climate Change: Consequences for Future Generations

Headline

Reanalyze 1 Credit

Headline Score 62

SEO Score 50

Headline AI

← Headline AI is here! Try it out.

See History

62 HEADLINE SCORE

Word Balance

Headline Type

Reading Grade Level

Sentiment

Clarity

Skimmability

Pro Tip: Improve Your Headline Score

See the overall score for your current headline, plus a detailed breakdown of your headline results so you can see where to improve your headline.

Learn how to write headlines that drive more traffic & shares.

Headline

Google recommends a headline limit of 60 characters for title tags on their search engine results pages (SERPs). The best titles are around 50-60 characters (10-12 words) and display fully on most devices. Here's how your headline stacks up:

yourwebsite.com > the-long-shadow-of-climate-ch...

The Long Shadow of Climate Change: Consequences for Future Generations